



Lottery Community Fund--Climate Action Fund

“Acton Market Partnership Waste and Consumption Reduction Project”

Our Vision-- is to develop our local collaborative partnership and actively engage individuals and groups from diverse communities to tackle Waste and change consumption behaviour towards more sustainable patterns of behaviour using a place- based project capable of wider replication and scale.

Project Background:

Over the last 12 years, Acton community Street Market has been a central, public space for trading and shopping for Acton’s community.

The Market was established by Action West London (AWL) to promote community cohesion, equity, diversity, social inclusion, self- employment for local residents and regeneration of the High Street/Town centre. We have won several awards for our ‘community street market model’ which has created interest and social enterprise visitors from the UK, Europe -and South Korea!

Sustainability: Whilst developing the Market we have always tried to ensure sustainability. We have already delivered elements of Waste reduction and Sustainable Consumption e.g., traders selling ‘seconds’ otherwise going to landfill, a Freecycle stall, upcycled cushions/ fabrics/furniture; Bikeworks.

Learning, Education and Awareness. The project will enable us to develop a co-ordinated approach to Waste reduction and Sustainable Consumption through partners’ promotion of education, learning and practical activities.

WRSC ‘ZONE’--The project will aim to build a Waste Reduction and Sustainable Consumption Zone (WRSCZ) into the Market 4 days a week. It will enable us to build on existing partnerships and develop new partnerships.

Community engagement and ‘learning by doing’--Changing waste and consumption behaviours: A key aim of our project is to bring together the diverse communities of people living in Acton to promote learning about climate change and engage them in practical activities where they can understand how they can contribute to reducing Waste and promoting Sustainable Consumption. Activities will include upcycled products, second-hand clothes, shoes, and other goods at low-cost - essential for local residents living in poverty. We will promote Learning on how to repair clothes rather than discard and buying new.

One key recommendation of Ealing’s Climate Emergency Policy was that there needed to be a lot more education and communication with residents about climate change policies and activities. Our project directly responds to this.

AWL Partnership

This project will also link to developments in Acton High Street and Town centre. AWL is a member of Acton Business Improvement District (BID), and the project will work with the BID to encourage them to promote Waste reduction and Sustainable Consumption among shops and businesses in Acton. The project will also endeavour to secure space in vacant shops in the High Street to promote repair and reuse activity. .

Further, this links to the local High Street recovery regeneration plans.

Our partners: Include Ealing Repair Cafe, Tamil Community Centre, Friends of the Earth,

Acton BID, Ealing Council. West London Waste, ReLondon and West London Business. .

What we hope to change:

. (i) We will demonstrate the benefits of Waste and Consumption reduction and of Reduce, Reuse, Recycle (RRR) through practical examples and education. (ii) We will promote equity, inclusion and diversity by engaging all sections of Acton's local communities. (iii) We will provide a focus for 'circular economy' activities in Acton Market and Acton Town centre. attracting millennial type local traders and shoppers.

Aims of project

The project aims to bring Acton's diverse communities together and support and actively empower them to reduce carbon footprint-- whilst also sharing learning with other communities in the wider climate change movement by:

:

- (i) Using a highly visible public space to highlight issues of waste and consumption by providing practical activities -along with educational and awareness activities which will engage the areas diverse communities.
- (ii) Delivering the project through community based and community led partnerships engaging local community/environmental groups and linking with new partners over the life of the project to ensure that it remains sustainable after Lottery funding has ended. Each partner will make a specific contribution to reducing Waste and Consumption through practical demonstration and education activities. A project steering group, What's App group and public interaction activities at Acton market will ensure that our diverse communities lead on climate change objectives.
- (iii) Working with individuals and communities to help to change consumption behaviours in favour of lower demand for unnecessary products and a shift towards more sustainable consumption patterns.

We will:

- (a) build on our existing voluntary/public/private sector partnerships
 - (b) allocate a 'Zone' of stalls at Acton Market for Waste reduction and Sustainable Consumption activities
 - (c) promote information and education about climate change, Waste reduction and Sustainable Consumption
 - (d) demonstrate how to upcycle goods and furniture, how to -re sell clothes and other goods; how to reduce food waste
 - (e) sell surplus local fruit and vegetables collected by Ealing Transitions
 - f) Reduce carbon imprint with bicycle deliveries.
 - g) Link with Acton Business Improvement District (BID) to extend our circular economy project into empty shops in Acton High Street
 - (h) Develop our partnerships as the project progresses with local schools, FE Colleges and Universities to encourage young people to engage in awareness of climate change and RRR activities. We will be able to provide a practical outlet with stalls at Acton market for school children and students to promote their climate change activities.
 - (i) Link with Ealing FREECYCLE to provide a focus at the Market for goods to be donated and then given out freely to those who can re-use them
 - (j) investigate loan schemes where individuals can loan out their goods e.g., power drills, tools for use by others.
 - ' (k) Promote 'community climate change 'fun' events' at the Market to promote climate change. (l) Work with ReLondon and West London Business to engage SME's.
- We will establish a Waste and Consumption '**network**' within our diverse communities and through providing reuse, repair and recycle activities we will transform of 'waste' into usable resources.